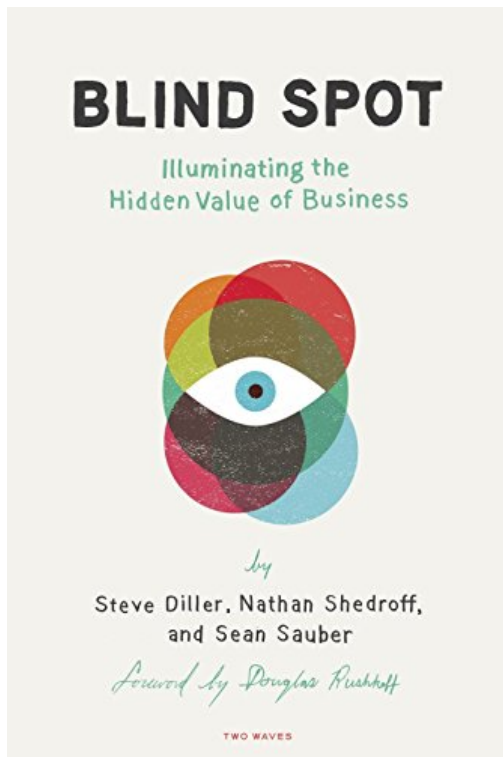


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Book Synopsis

Distracted by traditional metrics and mounting access to data, leaders are blinded to what it actually takes to create greater value for their businesses: meaningful, long-term relationships with their customers. In *Blind Spot*, you'll learn how exceptional organizations—from Disney to Instagram—innovate and sustain valuable, productive customer relationships. *Blind Spot*'s lessons deliver a groundbreaking perspective shift and win-win approach for your customers, your business—and even your shareholders.